**“Why does the color red make me hungry?” my search history asks.**

By: Mackenzie Tinker

Is it just me? Tell me, it’s not just me, but sometimes, when I see the color red, I associate it with the feeling of hunger. Then suddenly, I’m craving trashy food. Could it be because so many restaurants use red for their marketing? Does it have something to do with something more psychological? Or am I just using this as an excuse to write about food? Let’s find out!

Spoon Academy, a culinary school for individuals looking to get into the food business, red can attract a person’s attention, therefore speeding up their own body’s blood flow. As the blood flow spreads to the digestive system, it can speed up the metabolism and make the individual feel a sense of hunger. Spoon Academy even mentions, “It also increases your heart rate, which can jump-start your appetite.”

When I talked to my father about me doing an article on this strange topic, he theorized that not only red is an eye-catching color, but it’s also been used for so many restaurants in their marketing: McDonald’s, Pizza Hut, Arby’s, Wendy’s, KFC, etc. A user on Twitter named Kate Tilton brought up a point that intrigued me. She writes, “Color psychology fact: red makes you hungry (hence why it is in most restaurant logos), blue has the opposite effect (used for diet logos)!” I won’t dig too much into it since this article is about red and not blue, but I personally believe that red can be associated with the feeling of hunger, and blue can be associated with the feeling of thirst.

Although this article may be quite short, it still was such an interesting topic that I just had to write about! Ever since I was a kid, I actually noticed I would get overwhelmingly hungry whenever I see the color red. It’s reassuring to know that it was more common than I thought. So, next time you’ve already eaten some food, but still pass by McDonald’s and are absolutely craving those French fries, you might have a slightly better understanding of why that is.